



*Idaho Public  
Television*  
STRATEGIC PLAN  
2008-2012

# **Idaho Public Television STRATEGIC PLAN 2008-2012**

Idaho Public Television is an integral part of the State Board of Education's overall plan and process for the delivery of quality education throughout Idaho. This Plan describes the primary vision, needs, concerns, goals, and objectives of the staff and administration toward achieving those goals. The mission and vision of our agency reflect an ongoing commitment to meeting the needs and reflect the interests of our varied audiences.

Idaho Public Television's services are in alignment with the guiding goals & objectives of the State Board Of Education (SBOE). This plan displays SBOE goals & objectives along side the Agency's Strategic Planning Issues.

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5/15/07

Peter W. Morrill  
General Manager  
Idaho Public Television

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## **VISION STATEMENT**

Inspire, enrich, and educate the people we serve, enabling them to make a better world.

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## **MISSION STATEMENT**

The mission of Idaho Public Television is to meet the needs and reflect the interests of its varied audiences by:

- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational, and cultural television and related resources;
- Creating Idaho based educational, informational, and cultural programs and resources;

- Providing learning opportunities and fostering participation and collaboration in educational and civic activities; and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

# Idaho Public Television STRATEGIC PLAN 2008-2012

Alignment with SBOE Goals & Objectives	Idaho Public Television GOALS & OBJECTIVES	Anticipated Completion Date
	<b>QUALITY:</b> Continuously improve the quality of Idaho's education, training, rehabilitation and information/research services to gain program competitiveness, high levels of achievement and a well-informed citizenry.	
	<p>1. Provide high quality television and web programming, as measured by the number of national awards received by:</p> <ul style="list-style-type: none"> <li>IdahoPTV productions.</li> <li>Programs procured by IdahoPTV for broadcast in Idaho.</li> </ul>	Ongoing
	<p>6. Progress toward DTV implementation, as measured by:</p> <ul style="list-style-type: none"> <li>DTV channel hours of transmission.</li> <li>Number of transmitters broadcasting a DTV signal/ number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.</li> <li>Percentage of Idaho population within our DTV signal coverage area.</li> </ul>	Ongoing
	<b>ACCESS:</b> Provide individuals of all ages and abilities access to services to develop their skills, knowledge and social awareness in order to be responsible citizens, globally competitive workers and lifelong learners.	
	<p>2. Foster and nurture collaborative partnerships, as measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form.</p>	Ongoing
	<p>3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired, as measured by the percentage of broadcast hours of:</p> <ul style="list-style-type: none"> <li>Closed captioned programming (non-live, i.e. videotaped) to aid visual learners and the hearing impaired.</li> <li>Descriptive video service provided via the second audio program to aid those with impaired vision.</li> </ul>	Ongoing

	<p>4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers (displayed in matrix form):</p> <ul style="list-style-type: none"> <li>• Children (as measured by channel hours of programming designed specifically for children).</li> <li>• Ethnic minorities (as measured by channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel).</li> <li>• Learners and teachers (as measured by channel hours of programs appropriate for use in K-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy).</li> </ul>	Ongoing
	<p>5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources, which support citizen participation and educational goals, via the WWW, as measured by the number of visitors to our web sites.</p>	Ongoing
	<p>6. Progress toward DTV implementation, as “a statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies,” as measured by:</p> <ul style="list-style-type: none"> <li>• DTV channel-hours of transmission.</li> <li>• Number of transmitters broadcasting a DTV signal/ number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.</li> <li>• Percentage of Idaho population within our DTV signal coverage area.</li> </ul>	Ongoing
	<p><b>RELEVANCY:</b> Ensure services are relevant to the needs of Idaho’s citizens, workforce, business, industry and local, state and federal government.</p>	
	<p>7. Contribute to a well-informed citizenry, as measured by the number of channel-hours of public affairs programming.</p>	Ongoing
	<p>8. Provide relevant Idaho-specific information, as measured by:</p> <ul style="list-style-type: none"> <li>• Number of channel-hours of Idaho-specific programming.</li> <li>• Number of IdahoPTV Idaho-specific productions produced during the year.</li> </ul>	Ongoing

	<p>9. Be a relevant educational and informational resource to all citizens, as measured by Nielsen Station Audience reports on:</p> <ul style="list-style-type: none"> <li>• Children, less than 12 years old, viewing IdahoPTV.</li> <li>• Adults, of 50+ years, viewing IdahoPTV.</li> <li>• Total audience viewing IdahoPTV.</li> </ul>	Ongoing
	<b>EFFICIENCY:</b> Ensure maximum benefit from education resources through effective operation and management of the educational system.	
	10.Total personnel in content delivery/distribution & administration as compared to peers (statewide public broadcasters, CPB SABS data).	Ongoing
	<b>Idaho Public Television Recommends Amendments, Additions, Deletions to the State Board Strategic Plan as follows:</b>	
<i>DELETE</i>	<i>None</i>	
<i>ADD</i>	<i>None</i>	